



R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

Website: www.rjcollege.edu.in Email: rjcollege@rjcollege.edu.in Tel No: +91 22 25151763 Fax No: +91 22 25150957

College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI || NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

Date: 01/10/2022

Notice

Department of BMS organizing a "Value Added Certificate Course in Sales and Marketing Management"

In a fast growing technology World, it becomes difficult to balance sales and marketing activities by organizations. This Value added Certificate Course would be of 30 Hours Carrying Two Credit Points framed in such a way to provide students to understand the sales and marketing process where faculty from the college and outside the college, university as well from industry would share the knowledge. The detailed schedule is attached with notice.

The course will be delivered in online mode via Zoom.

The details for joining zoom room are as follows:

Meeting ID: 959 8209 8242

Passcode: 12345

Google Classroom Code: onjs5vs

Students are cordially invited.

HOD

Prof. Kalaiselvi Nadar



Principal

Dr. Himanshu Dawda

PRINCIPAL
RAMNIRANJAN JHUNJHUNWALA COLLEGE
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)
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2008: Best College by University of Mumbai 2010: IMC RBNQ Award 'Performance Excellence' for the year 2009

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Value Added Course

Certificate Course in

“Sales and Marketing Management”

By

Department of BMS



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BROCHURE



CERTIFICATE COURSE IN Sales & Marketing Management

Value Added Course

For Free Registration

[CLICK HERE](#)



Hindi Vidya Prachar Samiti's

**RAMNIRANJAN
JHUNJHUNWALA COLLEGE
(AUTONOMOUS)**

(Also known as R. J. College of Arts, Science & Commerce as per UGC Notification)

Knowledge is Ambrosia.



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Course Code:
RJBMSC04

Credits:

2

Duration:

30 Hours




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Learning Outcome



On completion of the course the student will be able to

- Understand Marketing, Consumer Behavior and ways to deliver effective marketing.
- Create high-impact content that engages a new generation of consumers.
- Gain hands-on experience with marketing tools such as SEO, SEM, social media, email marketing and display ads.
- Develop ad strategies for social media with content that you plan, create and promote.
- Gain exposure to the techniques, challenges and nuances in implementing sales, marketing and communication activities.

Eligibility:

- Students enrolled in a degree course at RJ College are eligible for the course.
- MCQ test for each module is conducted upon completion of the module.
- If any students attendance rate is less than 75%, then he/she is not eligible to receive a certificate.

Mode of Evaluation:

- MCQs 50% (continuous module wise)
- Presentation 50%

Who should attend?

Any Student interested in Learning Sales and Marketing.



Course Coordinator

Department of BMS
Ramniranjan Jhunjhunwala College

BMS Coordinator

Ms. Kalaiselvi Nadar
Head, Assistant Professor
Department of BMS

Course Modules:

Module I: Introduction to Marketing & Its Principles

Module II: Consumer Behavior and Paths to Persuasion

Module III: Mastering Sales: A Toolkit for Success

Module IV: Social Media & Digital Marketing

[↓ DOWNLOAD](#)



R.J. College

Course Faculty

1

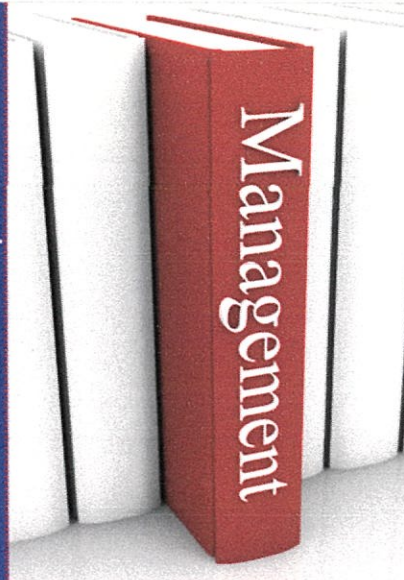
Ms. Pratibha Khedekar

Assistant Professor
Department of BMS

2

Mr. Akash Gupta

Assistant Professor
Department of BMS



Contact Us:

bms@rjcollege.edu.in

www.rjcollege.edu.in



R.J. College

Guest Faculty

1

Dr. Aparna Jain

Assistant Director
Department of Business Studies
Sk Somaiya College
Somaiya Vidyavihar University

2

Ms. Salonee Shukla

Visiting Faculty
SK Somaiya College, KES College,
and Atharva College of Media.

3

Dr. Kajal Chheda

Visiting Faculty at NITIE, Powai
and Somaiya Vidyavihar University

4

Mr. Ravi Chavda

Founder/Partner, Urvashi Logistics/
MK Transport
Visiting Faculty at Somaiya
Vidyavihar University, NMK College
and Khalsa College

Industry Expert

On the last day of the session.

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CERTIFICATE COURSE IN

SALES & MARKETING MANAGEMENT

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CERTIFICATE COURSE IN SALES & MARKETING MANAGEMENT



Hindi Vidya Prachar Samiti was incepted on the auspicious day of Shri Krishna Janmashtami, 15th August 1938. A brain child of a visionary Late Shri Nandkishore Singh Jairamji, samiti was established with the objectives of catering to the educational needs of the Hindi speaking community. Ramniranjan Jhunjhunwala College came into existence in 1963, enabling a larger section of the society to take advantage of the facilities provided for higher education.

From 1999-2000 the College has added a number of self-financing courses like B.M.S., B.B.I., B.Sc. in Computer Science, Information Technology, Biotechnology, M.Sc. in Computer Science, Biotechnology and Information Technology as well as add on courses, which further hone the special skills of the students.

The college has been reaccredited with 'A' Grade by NAAC in 2014 with a CGPA 3.50 and received the Best College Award (2007-2008) of the University of Mumbai. The College has been bestowed with IMC "Ramkrishna Bajaj Performance Excellence Trophy", 2010.

The Principal of the college was awarded "Best Teacher" by Government of Maharashtra in 2011.

Government of Maharashtra conferred the college with "JAAGAR JAANIVANCHA" (First in Mumbai Suburban- in 2013 and Second in Mumbai Suburban- in 2014) for safety of girls.

Course Code: **RJBMSC04**

Duration: **30** hours

Credits : **02**

COURSE OBJECTIVE

On completion of the course the student will be able to

- Understand Marketing, Consumer Behavior and ways to deliver effective marketing.
- Create high-impact content that engages a new generation of consumers
- Gain hands-on experience with marketing tools such as SEO, SEM, social media, email marketing and display ads
- Develop ad strategies for social media with content that you plan, create and promote



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CERTIFICATE COURSE IN SALES & MARKETING MANAGEMENT



COURSE CONTENT

Module I Introduction to Marketing & Its Principles

- Understanding the Role of Marketing
- Marketing Mix
- Developing Marketing Goals
- Segmenting Markets, Selecting Target Customers & Positioning Your Brand

Module II Consumer Behavior and Paths to Persuasion

- Identify the characteristics of human behavior that enable you to persuade your target audiences
- Assess potential consumer insights
- Select the strongest insight to accomplish your marketing communication goals
- Evaluate core consumer behavior – and what drives it
- Recognize persuasive techniques

Module III Mastering Sales: A Toolkit for Success

- Enhancing your Selling and Persuasion Skills
- Lead Generation Tactics
- Nurturing Prospects
- Telling the Right Story at the Right Time for the Right Reasons
- Closing the Deal and Getting Deals Unstuck
- Ethics to be followed

Module IV Social Media & Digital Marketing

- Digital Marketing Fundamentals
- A Framework for Marketing in a Digital World
- Content Marketing
- Search Engine Optimization
- Social Media (Organic), Search Engine Marketing, Email Marketing, Other Digital Channels

English

MEDIUM OF INSTRUCTION



EVALUATION

Preparing a Business Plan & Presentation

100 MARKS



PASSING 40

WHO SHOULD DO IT?

Any Undergraduate or Postgraduate Student

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Schedule on Sales & Marketing Management

Date	Time	Topic	Name of the Faculty
3/10/2022	2.00-3.30 pm	Basics of Marketing: An Insight	Dr. Aparna Jain
4/10/2022	1.00-2.30 pm	Role of Marketing & Marketing Mix	Prof. Pratibha Khedekar
6/10/2022	12.00-1.30pm	Segmenting Markets, Selecting Target Customers & Positioning Your Brand	Prof. Akash Gupta
6/10/2022	2.00-3.30 pm	Developing Marketing Goals	Prof. Pratibha Khedekar
7/10/2022	11.00-1.00 pm	Consumer Behavior And Paths To Persuasion	Ms Salonee Shukla
8/10/2022	1.00-2.30 pm	Human Behavior, Potential Consumer	Prof. Akash Gupta
10/10/2022	1.00-2.30 pm	Marketing Communication Goal, Core Consumer Behavior	Prof. Pratibha Khedekar
10/10/2022	1.00-2.30 pm	Persuasive Techniques	Prof. Akash Gupta
11/10/2022	2:30-4:30 pm	Mastering sales : A Toolkit for Success	Ms Kajal Chedha
12/10/2022	1.00-2.30 pm	Selling Skills, Lead Generation, Nurturing Prospects	Prof. Pratibha Khedekar
13/10/2022	1.00-2.30 pm	Right Story, Closing The Deal, Ethics In Sales	Prof. Akash Gupta
14/10/2022	12.00-2.00 pm	Social Media & Digital Marketing	Mr Ravi Chavda
15/10/2022	1.00-2.30 pm	Framework For Marketing In Digital World	Prof. Pratibha Khedekar
17/10/2022	1.00-2.30 pm	Content Marketing	Prof. Akash Gupta
17/10/2022	1.00-2.30 pm	Social Media, Search Engine, Email Marketing	Prof. Pratibha Khedekar
18/10/2022	1.00-2.30 pm	Session By Industry Expert	Dr. Pramod Rajput



(Signature)

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REPORT

Name of the Course: Sales and Marketing Management

Date: 3rd October, 2022 to 18th October, 2022

Venue: Online on Zoom

Teacher In charge: Prof. Akash Gupta & Prof. Pratibha Khedekar

No. of Students Registered: 235

No. of Students Eligible for Certificate: 146 out of 163 Appeared for the exam

The objective of the course was to deliver knowledge and understand them about Sales and Marketing process carried out in organization.

The session was conducted online on Zoom Platform as per the schedule. The students were engaged throughout sessions via Online Lectures, Online Quizzes and with valuable sessions from academic and industry experts. The students were found highly satisfied.

Students who scored at least 50% Marks average in all tests held are Eligible for 2 Credits




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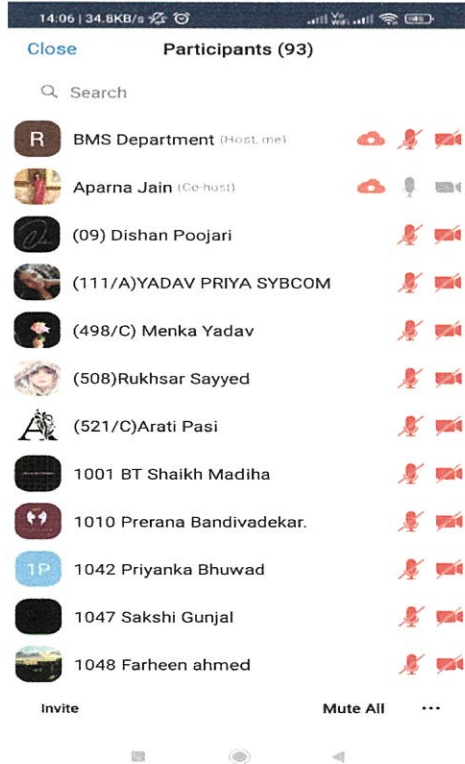
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SNAPSHOTS OF THE VALUE ADDED COURSE IN SALES AND MARKETING



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ATTENDANCE

SR NO.	NAME (Surname Name Middle name)	Class with Stream	ROLL NUMBER
1	Khan Amaan Rauf	FYBMS	2073
2	Tanvi Mamgain	FYBMS	2108
3	Bharti Aalok	FYBMS	2081
4	Salekar omkar namdev	FYBMS	2082
5	Yadav Rohan Basantlal	SYBMS	2101
6	BANE SANJIVANI KAILAS	SYBMS	2129
7	Khade Yatish Yadav	SYBMS	2124
8	Khan zumarrat farheen mohd salim	SYBMS	2106
9	Anjali babulal singh	SYBMS	2022
10	Dube Ashutosh Pradeepkumar	SYBMS (Marketing)	2131
11	Shaw mehul Chhotu	TYBMS	2147
12	Pandey Raj Dinesh	TYBMS	2125
13	Gupta Saurav PradeepKumar	TYBMS	2051
14	Devbanshi Shiva Surendra Prasad	TYBMS (MARKETING)	2109
15	Khan safiya begum mohd.mukim	Arts	259
16	Shukla Adarsh Ramesh	FYBA	57
17	Sayed Elhiya Fatima	FYBA	424
18	Khan Nagma Saeed	FYBA	331
19	Shaikh umaima imran	FYBA	304
20	Prajakta ganesh thorat	TYBA	617
21	Mhaske Apurva Rajendra	TYBA History	429
22	Negi Kanan Ranjeet	SYBSC-IT	3030
23	Maurya Divesh Kanchan Kumar	TYBsc CS	2069
24	Dubey Ayush SarveshKumar	SYBSC CS	2068
25	DUBE VISHNU RAKESH	SYBSC.CS	2035
26	Pal Shubham Shivkumar	TY-BscIT	3041
27	DUBEY GYANENDRA SANJAY KUMAR	SYBSC CS	2070
28	Shaikh Mohd. Farhan Abdul Khalique	Bio	1020
29	Khan Ayesha Istiyak	Biotechnology	1062
30	Rushali Bhaskar Yerlekar	Biotechnology	1060
31	Gupta Sonali Dashrath	Biotechnology	1001
32	YADAV ANCHAL VIRENDRA	FYBsc (Bio)	1023
33	Bisht Manas Inderjit	FYBSc (Biotech)	1017
34	Ahmed Farheen Mohammed Fokruddin Ali	FYBSc (biotechnology)	1048
35	Bandivadekar Prerana Sushil	FyBsc Biotechnology	1010
36	Yadav Priyanka Ashok	Fybscbt	1016
37	Nandini vats	FYBT	1037
38	ZORE VAISHALI SANTOSH	FY-BT	1060
39	JADHAV BHAGYASHREE VITTHAL	Sy biotechnology	1007
40	Mansoori Nasreen peer Mohammed	Sy Bsc biotechnology	1034



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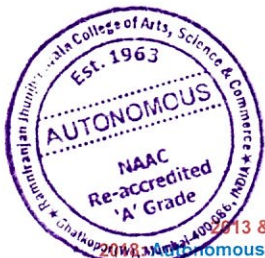
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41	Pandey Shruti Brahmadev Meera	SYB.Sc BT	1014
42	Patyane Sayali Naresh	SYBSC Biotechnology	1044
43	Singh Saumya Jitendra Kumar	SYBSc BT	1046
44	Dhvale Sanika Pravin	SYBSc(Biotechnology)	1011
45	Shaikh Madiha Mohammed Salim	SYBscBT	1001
46	Shah Ichha Viren	SyBscBt	1061
47	Raut Revati Parasu	SYBT	1027
48	Madathingal Aditi Anup	TY Biotech	1011
49	Gupta Anchal Pradeep	Ty biotechnology	1032
50	Gohil Kinjal Dilip	Ty Bsc (Biotechnology)	1027
51	Khan Naaz Zakir	TY Bsc Biotechnology	1008
52	Sen Tonoya Sanjit	TYBSc Biotechnology	1007
53	Kalekar Vaishnavi Vitthal	TYBSc Biotechnology	1063
54	MUGALE KALPESH GOVIND	TYBSc Biotechnology	1019
55	DAS SIDDHI BADAL	TYBSc Biotechnology	1054
56	Gunjal Sakshi Sunil	Tybsc biotechnology	1047
57	Sawant Sayali Netaji	TYBSc Biotechnology	1044
58	Bhuwad Priyanka Prakash	TYBSc BT	1042
59	SINGH KAJAL AJAY	TYBSc(biotech)	1053
60	Chauhan Sani Arvind	TYBSc(biotechnology)	1043
61	Siddiqui Aleena Saud	TYBSC(Biotechnology)	1029
62	Yadav Vinay Kamal	Tybsc (zoology)	661
63	Sawant Arjun Sudhir	FYBSC (PCM)	64
64	Yadav Aditya Sheshmani	FYBSc	746
65	Khan fauziya khatoon Mohmmad husain	SYBSC	231
66	Shukla Suraj Rakesh	FYBSc	745
67	Chaudhary Alisha Qamruddeen	Sybsc zoology and botany	648
68	Takkalaki Ganesh Chandrakant	TYBSc	324
69	Mishra Mohit Raju	SYBSc(Chemistry and Botany)	406
70	Sayed Ayesha Asif	Bsc zoo	671
71	Choudhary Mahek Md Rashid Yasmeen	SyBsc	563
72	Pandey Prerana Santosh Kumar	Fybsc	258
73	PAL AMAN RAMESH	SYBSC (BOTANY AND ZOOLOGY)	624
74	Parul Singh	Sybsc	238
75	Mishra Aditya Indrakumar	Sy bsc	240
76	Nalegaonkar Aniket Anil	Sybsc(phy,maths)	254
77	Yadav Reshma Dinesh	SYBSc (phy,chem)	20
78	Farooqui Sufiya Abdul Wahid	TYBSC	668
79	Alsa Khan	Tybsc	669
80	MAYEKAR LEENA JAGDISH	SYBSc (Botany)	436
81	DUBEY DURGESH RAJESHKUMAR	FYBSC(CBZ)	524
82	Shaikh Uneza Moinuddin	Sybsc chem,Phy	27
83	Anchan Yashasvini Laxman	FYBSc (CPZ)	310





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84	Dalvi Swapnali Ajit	Sy Biotech	1002
85	Maurya Jitesh Suryabhan	Sybsc physics chem	28
86	Khan Afsha Anjum Kais Mohammed	SYBSC	236
87	Upadhyay Rajlaxmi Suresh	SYBSc (mathematics)	250
88	Choudhary Ayesha Khatoon Jamal Ahmed	Sybsc-B (Physics, Mathematics)	229
89	Khan Tarannum	Sybsc	442
90	KHAN AASMA MOHAMMAD ISLAM	SYBSc	433
91	Rithik Haribansh Singh	Sybsc	219
92	Danawale Aniket Raghunath	SYBSC	460
93	Yadav Shubham Shivprakash	Tybsc	335
94	Shukla Juhi Anil	BCOM	140
95	Maniyar Saba Mohammad Azam	BCOM	317
96	Khan Samreen Anis	BCOM	252
97	Khan Shahzad Aslam	BCOM	655
98	Chouhan Tarunpalsingh Parbatsingh	BCOM	228
99	JAIN SHUBHAM DEEPAK	BCOM	83
100	KHAN ZAINAB	FYBCOM	123
101	Pawaskar Rehan NoorMohammad	FYBCOM	105
102	Shrivastav Kusum Rajesh	FYBCOM	215
103	Khan Zeenat Fatima	FYBCOM	639
104	Vishwakarma Preeya Chandrapal	FYBCOM	246
105	Sharma Vaibhav Gopal	FYBCOM	499
106	Khan Shazneen Bano Qamruddin	SYBCOM	818
107	Pasi Arati Surendra	SYBCOM	61
108	Yadav Menka Suryanath	SYBCOM	62
109	Shrivastav Simran Shivendra Kumar	SYBCOM	50
110	Sharma Kajal Kumari Arjun	SYBCOM	9
111	Singh Aditya Rakesh	SYBCOM	458
112	Yadav Priya Rajendra	SYBCOM	111
113	Yadav Abhishek Rajaram	SYBCOM	706
114	Khan Afrin Badruddin	SYBCOM	44
115	Vishwakarma Sonalee Gomatiprasad	SYBCOM	14
116	Pal Avinash Awadesh	SYBCOM	102
117	Yadav Laxmi Santosh Kumar	SYBCOM	63
118	Patwa Suraj Nainmal	SYBCOM	829
119	GUPTA ANJALI DINESHCHANDRA	TYBCOM	139
120	Matre Sanjana Krishnat	TYBCOM	67
121	Giteeka Gupta Ashok	TYBCOM	146
122	Sharma Gudiya Pingal Prasad	TYBCOM	701
123	Singh Manisha VinodKumar	TYBCOM	225
124	Mohile Sakshi Aashish	TYBCOM	265
125	Kumavat Bhavika Mohanlal	TYBCOM	450
126	Singh Tannu Mithilesh	TYBCOM	431



(Signature)

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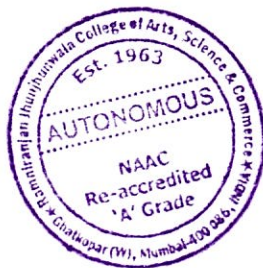
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127	Khan Shadab Amjad	TYBCOM	216
128	Pal Amarsingh Ramsingh	TYBCOM	202
129	Sayyed Rukhsar	TYBCOM	316
130	Varma Rohit Ramesh	TYBCOM	105
131	Yadav Suman Radheshyam	TYBCOM (B)	319
132	Ahan Alam Khan	TYBCOM B	301
133	Shaikh Ruksar Nazim	TYBCOM B	270
134	Parab Eshan Dattaram	TYBAF	3002
135	Gupta Sahil Atulkumar	SYBAF	4033
136	Singh Sneha Ravipratap	SYBAF	4028
137	Barai Amitkumar Ajaykumar	SYBAF	4010
138	ANSARI MOHD ZAFAR MOHD JAVED	FYBAF	4023
139	Ghadigaonkar Indrayani Ramesh	FYBAF	4060
140	Kumbhar Shivkumar Ashok	TYBAF	3008
141	Pandey Anamika Rambachan	FYBAF	4001
142	Chauhan Abhishek Subhash	TYBAF	3030
143	Maharana Shrutee Somnath	FYBAF	4037
144	Mishra Rishikesh Satyadev	SYBVOC	4022
145	Chauhan Manisha Manchand	FYBBI	1032
146	Khan Nida Fatima Akbar Ali	SYBBI	1003




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CERTIFICATES



Hindi Vidya Prachar Samiti's
RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science &
Commerce (AUTONOMOUS)



Certificate of Completion

This is to certify that

PAL SHUBHAM SHIVKUMAR

Of TYBSC Information Technology and Roll No 3041

has successfully completed the Value-Added Course in Sales And Marketing Management
organized by Department of BMS from 3/10/2022 to 18/10/2022.

Course Code
RJBMSC04

Issue Date: 29 April, 2023



Dr. Himanshu Dawda
Principal

Certificate ID: RJC-VAC-202324-100201



Hindi Vidya Prachar Samiti's
RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science &
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Certificate of Completion

This is to certify that

MAURYA DIVESH KANCHAN

Of TYBSC Computer Science and Roll No 2069

has successfully completed the Value-Added Course in Sales And Marketing Management
organized by Department of BMS from 3/10/2022 to 18/10/2022.

Course Code
RJBMSC04

Issue Date: 29 April, 2023



Dr. Himanshu Dawda
Principal

Certificate ID: RJC-VAC-202324-100202



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